



Farm fresh winner direct to your door



**NIGEL
AUSTIN**

THE fast-growing home delivery company, Aussie Farmers Direct, has revealed it soon will introduce its old-style milk and produce business to Adelaide.

Ranked as one of the fastest-growing companies in Australia with its turnover racing to \$100 million a year since starting in 2005, Aussie Farmers has enjoyed rapid success, signing up 77,000 customers in five states.

Managing director Braeden Lord said it was discussing an Adelaide start with potential franchisees, farmers and suppliers and was looking at warehouse space.

"Our aim is to be in South Australia late this year or very early next year," Mr Lord said.

Aussie Farmers has achieved its success by re-inventing the old-fashioned service, trust and loyalty of the local milkman with a product range, including dairy, bread,

meat, seafood and fruit and vegetables.

The company this week announced its next expansion phase with the investment of \$5.45 million in Aussie Farmers Dairy based on the redevelopment of the former Bonlac Factory at Camperdown in western Victoria. "Part of the reason for establishing the milk factory is to ensure we can grow rapidly by expanding both our territories and our product range," Mr Lord said.

The success of Aussie Farmers also was providing such benefits as the creation of 30 jobs initially at its Aussie Farmers Dairy operation. Mr Lord said at the same time the 100 per cent Australian food business was helping repel the foreign invasion where overseas-owned National Foods, Fonterra and Parmalat, supply more than 90 per cent of Australian milk.

Aussie Farmers was started in Melbourne by two young entrepreneurs with an old dairy industry executive who understood the milk industry well. "Our goal is to help the farmer win the battle against the large multinationals by delivering a broad range of products direct to the consumer," Mr Lord said. "Another major benefit is that by supporting Australian products, you support the economy, create jobs and secure a positive future for our children."

Mr Lord said Aussie Farmers was dealing directly with more farmers who benefited from working with a company which had a genuine care in how its product was delivered to consumers. "It's about the farmer being able to take a lot more pride and comfort in knowing the product is going to be delivered direct to the customer's door," he said.



TOP TEAM: Aussie Farmers Dairy and Direct chiefs Peter Skene and Braeden Lord